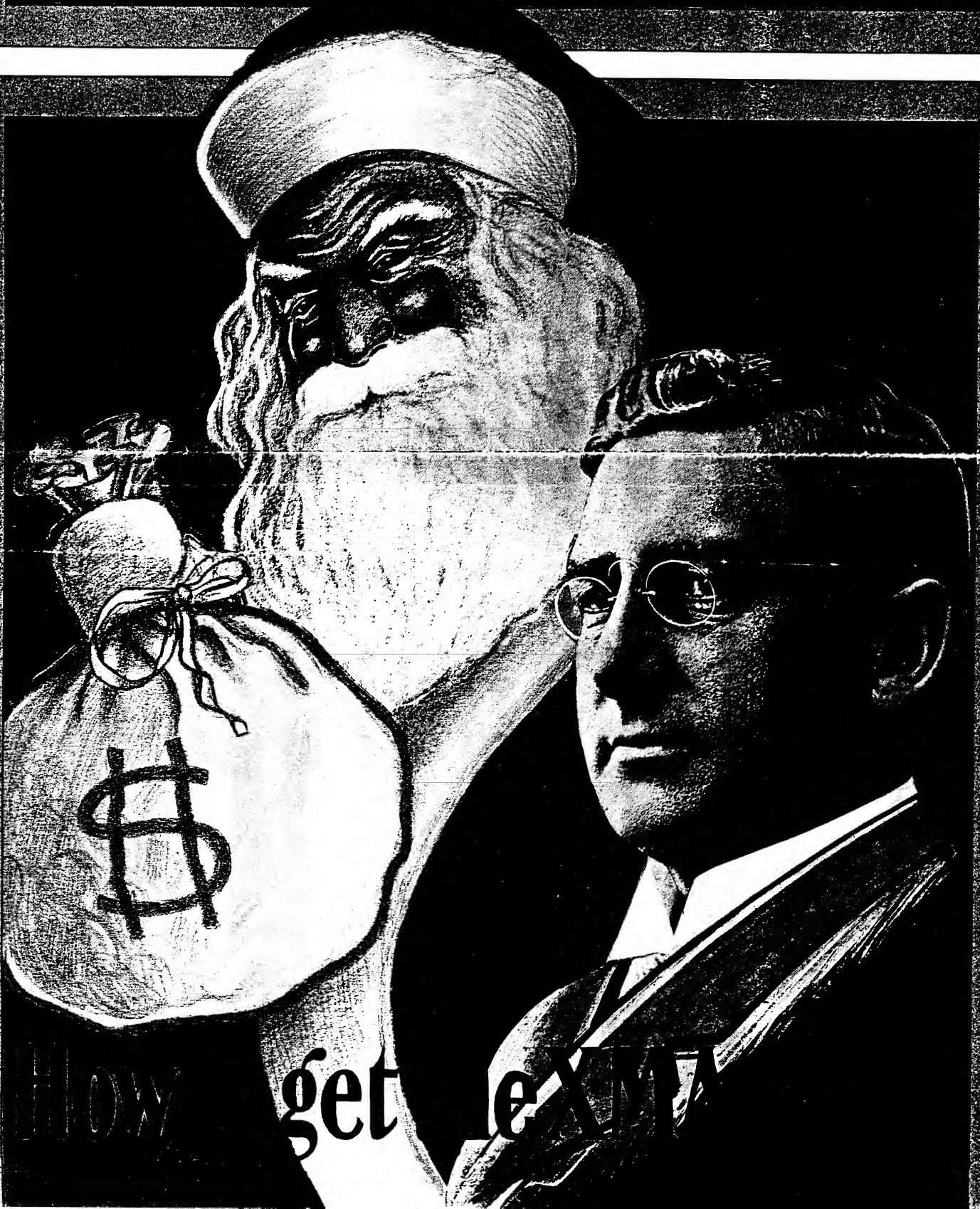


# Side Talks



How to get extra

WELCOMED FOR XMAS BY  
FATHER, MOTHER, BROTHER,  
SISTER, SWEETHEART.

# PARKER

## LUCKY CURVE FOUNTAIN PENS

Wisely given because they become life long tokens of regard, warmly welcomed because they are helpful, life long companions. If they are broken by accident inside of a year, I will repair or replace them.

GEO. S. PARKER.

### Cleanly Because of the Lucky Curve

The Lucky Curve There are only two kinds of fountain pens—the straight ink feed type, and the Parker with the curved ink feed—the Lucky Curve. Straight ink feeds hold ink after you stop writing until air expanded in the reservoir by the heat of the body forces it out into the cap, often staining fingers and linen when you remove the cap to write. But the curved ink feed of the Parker is self-draining—no ink in the feed—none can be forced into the cap. This patented curve ink feed—the Lucky Curve—makes the Parker cleanly and efficient.

**Artistic Gift Box Free**

On request you can get free with every Parker Pen a presentation box, artistically decorated and typifying the Christmas spirit.

**Emblem Pens**

Solid gold bands and emblems of all prominent fraternal organizations, including K. of P., K. of C., I. O. O. F., Masons, Elks, etc.

### The Parker Jack-Knife Safety Fountain Pen

Even if you carry this unique little pen upside down, it does not leak. I carried one in my trousers pocket with my knife and compass on a 250 mile hunting and traveling trip—never leaked a drop. Slips flat in the lower vest pocket—easily and safely carried in a lady's purse or hand bag. No valves, pistons or disappearing mechanism to get out of order—durable for a lifetime. Ladies' special with ring for attaching to chain, sterling silver mountings, \$5.00; gold mountings, \$6.00; plain with No. 2 gold pen, \$2.50, with gold band \$3.00; plain, with largest size gold pen, \$3.00, \$4.00, \$5.00, according to size.

**SOLD BY DEALERS—If you can't find a dealer, write to me.**

Designs and Styles from \$1.50 to \$250.00. Catalog Free.

**PARKER PEN CO., Geo. S. Parker, Pres., Janesville, Wis.**

BRANCHES—Parker Pen Co. (Retail), 11 Park Row, New York City; Buntin, Gillies & Co., Hamilton and Montreal, Canada; Parker Pen Co., Stuttgart, Germany.

## Parker LUCKY CURVE Fountain Pens for Christmas

For Father, Mother, Brother, Sister, Sweetheart

An expression of Christmas sentiment which, many times a day, every day in the year for many years, wins the pleasurable appreciation and sincere thanks of the recipient. PARKER pens are cherished lifetime companions because they give lifetime service and satisfaction—all because of the Lucky Curve.

**No. 18. Price \$2.00**—Has "Lucky Curve." Spearhead ink controller anti-break cap same as more expensive pens. Black or mottled rubber or fancy chased barrel. Screw joint. Fine, medium, coarse or stub point.

**No. 20. Price \$2.50**—Our best seller. So far as quality goes nothing better made. May be ordered fancy chased barrel and plain cap. No. 24—two sizes larger than No. 20, 28%, price, \$4.00.

**No. 42. Price \$4.50**—Neat, simple, elegant. Blank space on gold band in center for owner's name.

**No. 6. Price \$3.00**—Beautifully chased barrel with chased gold bands. Two sizes, ladies' or gentlemen's.

## PARKER LUCKY CURVE FOUNTAIN PENS

**The Cap with the Colored Crown**  
(Design patent applied for)

Add to the attractiveness and individuality, in one or more colors or college colors. The end of cap is tipped with colors in any combination. For loyal college boys or girls a splendid gift, 10c extra for one color, 25c for two colors.

Write for Catalog

Illustrates wide range of designs and specialty pens from 21.50 up.

Sold by 12,000 dealers.

If you can't find one write to me.

**EMBLEM PENS \$12.00 and \$12.50**—Emblems of prominent fraternal orders. Solid gold bands. Masons, Elks, K. of P., K. of C., I. O. O. F., etc.

**SPECIAL XMAS BOXES**  
Artistic, attractive, expressing the spirit of Xmas—an appropriate box for so appropriate a gift—free with every purchase.

Give a Parker, not something just as good, which couldn't possibly be near as good, because no other pen has anything like the "Lucky Curve."  
"I guarantee my pens."

**GEO. S. PARKER, Pres.**  
PARKER PEN CO.  
3111 St. JANESVILLE, WIS.

Type of Double Column Ad in Leading Publications

# PARKER

## LUCKY CURVE FOUNTAIN PENS

IN AN ARTISTIC GIFT BOX

What better for a Christmas gift to father, mother, brother, sister, friend or sweetheart than a handsome, cleanly, efficient Parker Lucky Curve Fountain Pen. Artistically decorated gift box free, on request, with every pen. If you can't find a dealer, write to me.—GEO. S. PARKER.

**CLEANLY BECAUSE OF THE LUCKY CURVE**

Straight ink feeds retain ink after you stop writing until air expanded in the reservoir by the heat of the body forces it into the cap, often staining fingers and linen when you remove the cap to write, but the curved ink feed of the Parker—the Lucky Curve—is self-draining. No ink in the feed, none can be forced into the cap.

**The Parker Jack-Knife Safety Fountain Pen**—Even upside down it doesn't leak. Goes in your lower vest or trousers pocket. Safe from leaking in lady's purse or shopping bag. Ladies' sterling silver mounting, \$5.00; gold mounting, \$6.00. Plain with No. 2 gold pen, \$2.50; with gold band, \$3.00; plain with largest size gold pen, \$3.00, \$4.00, \$5.00, according to size. Catalog free.

Standard, self-filling and safety styles, \$1.50 to \$250.00. Catalog free.

PARKER PEN CO., Geo. S. Parker, Pres., Janesville, Wis.  
**Gift Box Free**

No. 15 No. 47 No. 42 1/2 No. 53 No. 20 1/2

BRANCHES—Parker Pen Co. (Retail), 11 Park Row, New York City; Buntin, Gillies & Co., Hamilton and Montreal, Canada; European Branch, Parker Pen Co., Stuttgart, Germany.

# BIG CHRISTMAS ADVERTISING

As the Christmas season approaches Parker advertising will grow bigger and bigger.

These are some of the Parker advertisements which will appear in the high-class magazines of big circulation, including:

- Saturday Evening Post
- Collier's Weekly
- Literary Digest
- Leslie's Weekly
- Munsey's Magazine
- Scrap Book
- Everybody's Magazine
- Hampton's Magazine
- Youth's Companion
- Uncle Remus
- Scientific American
- Popular Mechanics
- Christian Herald
- McClure's Magazine
- Red Book
- Etc.

Every Parker ad suggests the suitability of Parker Pens for Christmas gifts—directs buyers to go to the Parker dealer of their localities.

This big advertising reaches everywhere, undoubtedly into hundreds of homes right where you do business, and if you make yourself well known in your locality as a seller of Parker Lucky Curve pens the trade will come to you as a natural result.

When you know that these advertisements are already in the hands of the various magazines, type being set and printed, it forces realization that the Christmas season is not such a long time distant, and the dealer who wants to get most benefit out of Parker Christmas advertising can waste no time if he wants to avail himself of the selling helps. I am offering to assist dealers to make the most of the big selling season immediately at hand.

Be sure to read about the plans and opportunities explained on the following pages.

Our representative dealers are going to make a new record in their fountain pen selling—read how this is going to be done and how I have prepared to help you in every way.

*G. S. Parker*

In a Dainty Gift Box—



## PARKER LUCKY FOUNTAIN PEN IN A DAINTY GIFT BOX—WHAT BETTER GIFT?

What is more suitable than a handsome, cleanly, efficient Parker Fountain Pen, to be the intimate companion of the father, mother, brother, sister, sweetheart or friend who gets it for Christmas? If the Parker isn't all I recommend, the dealer will refund your money—if the fountain is broken by accident in one year, I will repair or replace at no cost.—GEO. S. PARKER

### CLEANLY BECAUSE OF THE LUCKY CURVE

There are only two kinds of fountain pens, the common, straight ink feed type, and the Parker with the curved ink feed—the Lucky Curve. Straight ink feeds hold ink when you stop writing, until air expanded in the reservoir by the heat of the body forces it into the cap, where you find it ready to soil fingers and linen when you remove the cap to write. But the curved ink feed of the Parker—the Lucky Curve—is self-draining. No ink in the feed, none can be forced into the cap—and this is the patented feature that makes the Parker cleanly and serviceable for a lifetime.

### PARKER JACK-KNIFE SAFETY FOUNTAIN PEN

Even carried upside down this unique little pen does not leak. I carried one in my pants pocket with my pocket knife and keys on a 250 mile hunting and boating trip, and it never leaked a drop. Goes flat in your lower vest pocket or in a lady's purse or handbag. No valves, springs or disappearing mechanism to get out of order.

*Ladies' Special Jack-Knife Safety Pen*, with ring for attaching to chain, sterling silver mounting, \$5.00; gold mounting, \$6.00; plain with No. 2 gold pen, \$2.50; with gold band, \$3.00; plain with larger gold pens, \$3.00, \$4.00 and \$5.00, according to size.

*Emblem Pens*—Solid gold bands and emblems of fraternal orders, K. of P., K. of C., I. O. O. F., Elks, Masons, etc.

*Sold by Dealers*—If you can't find a Parker dealer, write to me for free illustrated catalog. Prices \$1.50 to \$250.00. Standard, self-filling and safety styles.

**PARKER PEN CO., GEO. S. PARKER, President, Janesville, Wis.**

Branches—Parker Pen Co. (Retail), 11 Park Row, New York City; Buntin, Gillies & Co., Hamilton, Montreal, Canada; Parker Pen Co., Stuttgart, Germany

Full Page Ad in Standard Magazines

## In a dainty Gift Box—What better Gift?

What more suitable than a handsome, cleanly, efficient Parker Fountain Pen, to be the intimate companion of the father, mother, brother, sister, sweetheart or friend who gets it for Christmas? If the Parker pen isn't all I recommend, the dealer will refund your money. If the fountain is broken by accident within one year I will repair or replace it at no cost.

GEO. S. PARKER.

### Cleanly Because of the Lucky Curve

There are only two kinds of fountain pens, the common straight ink feed type, and the Parker with the curved ink feed—the Lucky Curve. Straight ink feeds hold ink when you stop writing, until air expanded in the reservoir by the heat of the body forces it into the cap, where you find it ready to soil fingers and linen when you remove the cap to write. But the curved ink feed of the Parker—the Lucky Curve—is self-draining. No ink in the feed, none can be forced into the cap—and this is the patented feature that makes the Parker cleanly and serviceable for a lifetime.

*Emblem Pens*—Solid gold bands and emblems of fraternal orders, K. of P., K. of C., I. O. O. F., Elks, etc.

**Parker Pen Co., Geo. S. Parker, Pres., Mill St., Janesville, Wis.**

Branches—Parker Pen Co. (Retail), 11 Park Row, New York City; Buntin, Gillies & Co., Hamilton and Montreal, Canada; Parker Pen Co., Stuttgart, Germany.

### Parker Jack-Knife Safety Fountain Pen

Even carried upside down this unique little pen doesn't leak. I carried one in my pants pocket with my knife and compass on a 250 mile hunting and boating trip, and it never leaked a drop. Goes flat in your vest pocket or loose in your outside coat pocket, or in a lady's purse or handbag. No valves, springs or disappearing mechanism to get out of order.

*Ladies' Special Jack-Knife Safety Pen*, like illustration to the right, with ring for attaching to chain, sterling silver mounting, \$5.00; gold mounting, \$6.00; plain with No. 2 gold pen, \$2.50; with gold band, \$3.00; plain with larger gold pens, \$3.00, \$4.00 and \$5.00, according to size. Sold by Dealers—If you can't find a Parker dealer, write to me for free illustrated catalog. Prices \$1.50 to \$250.00.

On request you may have FREE, an Artistically Decorated Presentation Box typifying the Spirit of Christmas

Christmas Gift Box FREE

# PARKER LUCKY CURVE FOUNTAIN PENS

No. 15 No. 16 No. 42 1/2 No. 51 No. 20 1/2



# HOW TO GET THE X

Methods and ideas are abundant, but what good will a brain box full of ideas and methods do, unless we put them into action? What good would Benjamin Franklin's idea about lightning have come to, if he hadn't gone out into the rain and been struck? Ideas are potential business—potential **money**, and **action** alone is the wonderful alchemist that transmutes them into **real business**, and **profit**. Most of us don't lack ideas but we are slow about getting them into action. We wait for tomorrow, and tomorrow, sad but true never comes. **apart as a morgue for the good ideas which might have made us money, and which suffered slow death for the lack of exercise and for lack of action.** Take a couple of magnets and wind them with wire. Take another wire-wound magnet between the first two magnets. Let them rest and wire, as dead as when mined from the earth.

But set the middle section revolving—make it **move—speed it up—action makes it a dynamo**. It will send street cars up heavy grades for you in a thousand marvelous ways. So with ideas; without action they are mere dreams. The best idea in the world isn't worth a cent unless it is in safety deposit. They draw no interest. But invest them in your business, get action behind them and they will draw good dividends.

These ideas of mine about action come from years of study of myself and others. I know I have missed many opportunities, not because of your own career, I think you will find the same true of yourself, and of most men you know.

I think I have never known a failure, who failed for lack of ideas that would have won success, but lack of action put them out of business. This season offers us the big opportunities for pen selling. I am offering you good methods and ideas. You have good methods and ideas of your own. Let's rid ourselves of the bondage of doubt, postponement and delay. Let's get together and get into action **today**.

## No Other Time of the Year Offers Better Opportunity for Promotional Methods

The sentiment and customs of the holiday season open purse strings everywhere.

Where and what to buy are the only questions in the minds of Christmas buyers.

Surely every merchant ought to be more than willing to help Christmas buyers answer these questions. One thing sure, the merchant who does help answer the question gets the business.

Even if you feel satisfied with your present business, you should not neglect promotional work in some form or other. The manager of the largest automobile business in the world, with the output for the next two years all sold out, says, he cannot afford to stop advertising. "Shut off the water at the reservoir," he says, "and for a while you can still draw water from the faucet, but soon the pipe water will be exhausted." The same principle applies to a retail store. If the largest automobile company in the world, sold out for the next two years, can't afford to stop working for prestige and standing, how can any man in the retail business afford to do so, when competition may become strong at any time, and his field is comparatively limited?

Stop your efforts to attract business and you shut off the business at the source.

## How Soon Should You Start?

Did anyone ever get anywhere by waiting? Did a runner ever win a race by letting his rival get the start?

Is it necessary to ask how soon a merchant should start to line up the Christmas business?

Perhaps it's a little early to get up Christmas window displays, etc., but now is the time to plan methods and means, and prepare yourself to get into action at just the proper moment.

The reason merchants sacrifice business, I believe, is because they do not appreciate the value of getting properly prepared; they are too busy, or not fore-sighted enough. Suddenly when they realize that the time has come for special activity, they find themselves unprepared, and "go off half-cocked," wasting a lot of good energy, which, expended along thought-out lines, would have brought splendid results.

If today isn't the time for you to make actual sales of goods for Christmas giving, now is the time for you to begin your thinking, and preparation.

## Fine for Christmas Gifts and Staple the Year Around

Everyone uses ink, and everyone who uses it has use for a Parker pen.

Look at all the children in your local schools, from the fourth grade up to the senior class in the high school; count up the Sunday School teachers, the business and professional men, the club women, etc.; they are all using ink and anyone would be pleased mightily with a Parker Lucky Curve Fountain pen, plain or decorated, for a Christmas gift.

For father, mother, brother, sister, sweetheart or friend, a Parker Fountain Pen makes an appropriate, suitable and pleasing gift, and the price range makes everyone a possible purchaser.

If you prepare yourself to do a big Christmas business in fountain pens and use the selling aids I am offering, can you doubt for an instant, your ability to do a business that will hit the bull's-eye?

Here's another big point—while Parker pens are splendidly appropriate as Christmas gifts, they also are staple and salable the year 'round. Most

year, with your money tied up, and there is certain loss through goods becoming shop-worn. But there's not a day of the year, when a Parker pen is not salable. All these points—the appropriateness of Parker pens for Christmas gifts, the safety of them as Christmas stock, and the year 'round salability make a strong combination from the retailer's point of view. You want to be on the safe side in your Christmas buying. Wouldn't it be decidedly sensible to go a little lighter on the short seasoned Christmas goods, carry a good stock of Parkers, and put a good percentage of your efforts behind them.

## Big Christmas Advertising Adds to Your Opportunities

The suitability of Parker pens together with their usefulness makes them fast Christmas sellers. It only needs the right suggestion and methods to bring the buyers to your store.

Put the idea of giving a gift of a Parker pen in the heads of your possible customers, and they will be quick to respond. My national advertising is accomplishing this result. The big list of publications I am using, and the attractive large space ads, are sowing the seeds of suggestion into the minds of hundreds of your possible customers. Reinforce this effort, by efforts of your own, availing yourself of the selling helps I have provided, and you will do a tremendous pen business, such a business I'll guarantee that you never dreamed was possible.

## Enthusiasm Makes for Success

I used to own an automobile that reminds me of some dealers. It was a great big car—a fine looker but when it got to climbing hills and getting beyond the looks stage, it was all in.

When it came to a little hill it groaned, slowed down and I felt in great luck to get over the hill, even on slow speed. When it came to the big hills—this was where it was conspicuous by its inability to get to the top.

No man with respect for himself would continue to drive such a car as its actions were typical of failures in life. The car that has plenty of H. P. inside, that literally eats up the hills—little and big—that laughs at opposition, that gets there without fuss or feathers, is typical of the successful dealer.

A man however is connected up differently from an automobile.

An engine can develop power up to a certain point and then no more. But a man's—a salesman's—power is limited only by the limitless power from which he may at all times draw and which when converted into enthusiasm makes a top-notch and a man who is constant delight to his house. The man who is enthusiastic is well fortified so quick, alert, responsive, so full of initiative, so much of a live wire that he can convert a grouchy customer into a sunshiny individual. If he can melt away all opposition and carry off a smile and the good will of the customer as well he is a jewel indeed. It can be done and is being done.

Occasionally a customer tries a "second degree" on the man behind the counter with some little imaginary or possibly real grievance, magnified many diameters. It takes ability to separate this chaff from the wheat, and then to make plain the desirable qualities of what you are selling. Big sales and pleased customers are not secured without the exercise of the "personal power" ability.

Be a LIVE wire with a strong current and not a wire with a current so weak that you miss fire about nine times out of ten.

When you lie down to sleep at night remember the weariness caused by sellings goods and making good, makes you feel a thousand times bigger than does the man who is busy wasting his time making apologies why he does not have plenty of trade.

There is opportunity for good business in your store, otherwise you would

# MAS BIZ

... into action?  
... flown his immortal kite?  
... l money.  
... omes. Each of us have a goodly section of our brain box set  
... a little action.  
... there without movement—Nothing doing. All you've got is iron  
... es, light your towns, carry your voice thousands of miles and work  
... l action transforms it into a deed. Ideas shut up in your brain box  
... e I lacked the ideas, but because I delayed action. If you review  
... ss. Action is vital to success—your success and mine. Holiday  
... vn. This circular is the alarm clock.

*J. S. Parker*

Are you giving 100% service?  
The remaining months of the year are the big months. They are the big months of big advertising, big selling and big records.  
Be consistent, steady, enthusiastic, that you will make good with liberal measure, that you will, like the high class, high-powered automobile, know no hills or obstructions but push on and over, where the weak fellows are left stranded by the wayside. Push for the Record Sales.

## What are the Requirements Necessary to Make Record Sales

Ask me, what is the first essential to a man's success in anything and I'll tell you—and you surely would agree—that the very first requirement is **self-confidence—a vigorous belief that he can do what he sets out to do.** They say all things come to him who waits. Rot! We know that theory is nothing but rot, and that is the **only** thing that comes to the waiter. But all things do come to the **self-believer**, if he throws timidity and doubting to the winds, wakes up—takes a good view of possibilities, **decides and goes ahead—prepares and pushes.** Self-belief that you can make a big success in Christmas selling of Parker pens, I put as the first essential for making a big success. Next I put preparation—the **getting ready right.** Then **getting into action**, and sticking on the job until the last **stocking** is filled.

How about the first essential? Not for a moment would you acknowledge yourself to have less ability than the average merchant. Unless you had the ability, and self-confidence you wouldn't be in business at all. Down in your heart you know if you whip yourself into action, you can do as much as any other dealer or more.

Now how about being prepared? Do you and your clerks know the lucky Curve selling talk. Are you suggesting Parker pens from day to day to people who come in your store? You can sow the seeds of many a Christmas sale right now by talking and displaying Parker pens and suggesting their suitability for Christmas gifts.

This circular shows some of the selling helps I have provided. They are available for your use, if you are interested enough to send for them—And if you send now you can be sure to get them so they will be of use in booming Christmas trade.

## A Good Pen Stock Draws Trade

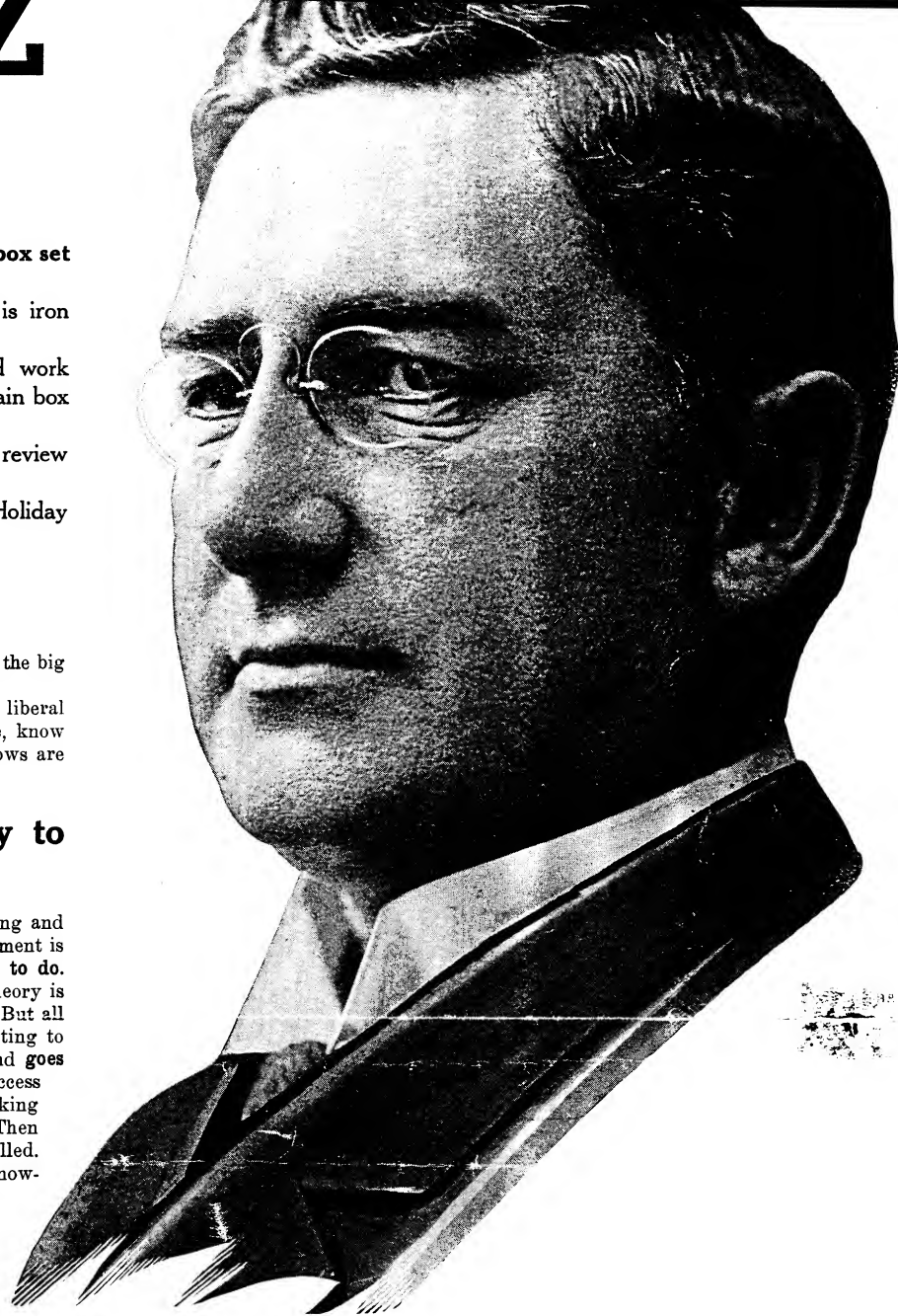
What would you think of a clothing dealer attempting to do business with only a dozen suits? Would he be liable to get your business? Would you have confidence enough in him; would his store be attractive enough to win your patronage? I dare say you would take pains to buy your clothing somewhere else, a scattering, illy-displayed stock encourages buying elsewhere.

Yet the same is true of Parker pens—a good assortment attracts trade, invites confidence and makes sales.

If you haven't a Parker Show Case, you are not prepared to get the big business possible; you are like a man with a certain amount of ammunition but without a gun.

If your assortment is not complete you are unprepared. The tag ends of anything never attract business. You may be shy just the numbers that would make many sales. Prepare to do big business and have your assortments complete. Don't be without a representation of the Parker Jack-Knife Safety Fountain Pen—they are sure, fast sellers. Get the Parker pen selling idea into the minds of your clerks; get your assortment in a prominent position—**decide today—now**—that you are going to put a Special Holiday selling effort behind your Parker Pen Assortment—look over the selling helps shown in this circular, and send for them—go over your assortment and be sure that you have a complete selection of fine, medium and coarse points, and a good variety of designs and sizes.

Get your orders in at once for the pens you need. Don't delay and



## THE SUREST WAY TO FORGET IS TO POSTPONE AND DELAY

Some time or other every merchant has had a clerk who "put things off." You remember that his habit of postponing, and forgetting, lost money for you, and perhaps lost him his job. His habit of delay stole his opportunities—it was his big handicap in the race for success.

Yet, after all we can't altogether condemn the clerk, because all of us, to a greater or less degree, handicap ourselves the same way. It is only as we guard against this tendency that we make headway.

The dealer who lays aside this circular with the idea of taking up this pen matter tomorrow may do so. But even if he has the best intentions in the world, he is taking chances on delay, and forgetting. The big selling season may catch him unprepared. He may in spite of it do a reasonably good business, but he is running chances of letting big possibilities get away.

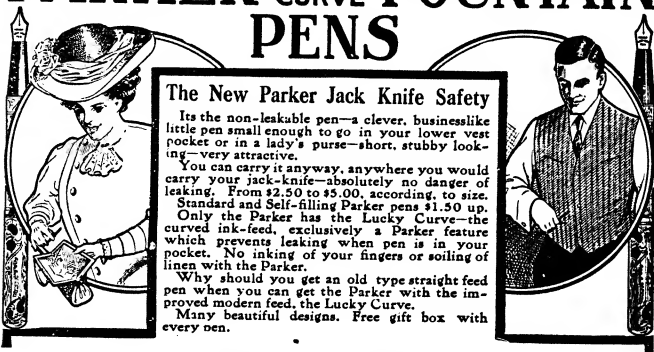
The man who gambles with tomorrow may win—I can't say he won't—but this I know—that the man who today takes action, can't forget tomorrow. The man who reads this circular thoroughly now, who takes the enclosed order blank and writes down the selling helps he wants who makes up his holiday pen order now—that man I know can't miss his opportunities to do a big, splendidly profitable Christmas business.

I really do not see how you can afford to delay a single day. The big season is perhaps drawing near faster than you realize. In fact by time your order sent in today reaches us and allowing for prompt shipment on our part you will not have the goods one hour too early. The selling helps you can get started boosting for holiday business as soon as received.

I wish I could persuade every dealer to act NOW. Mere words, however, are vain, as you know from your experience with your forgetful clerk—all depends on the man.

# ELECTROTYPES OF THESE "ADS" FREE

## PARKER LUCKY CURVE FOUNTAIN PENS



**The New Parker Jack Knife Safety**

Its the non-leakable pen—a clever, businesslike little pen small enough to go in your lower vest pocket or in a lady's purse—short, stubby looking—very attractive.

You can carry it anyway, anywhere you would carry your jack-knife—absolutely no danger of leaking. From \$2.50 to \$5.00, according to size.

Standard and Self-filling Parker pens \$1.50 up.

Only the Parker has the Lucky Curve—the curved ink-feed, exclusively a Parker feature which prevents leaking when pen is in your pocket. No inking of your fingers or soiling of linen with the Parker.

Why should you get an old type straight feed pen when you can get the Parker with the improved modern feed, the Lucky Curve.

Many beautiful designs. Free gift box with every pen.

(DEALERS NAME)

No. 1

### THE SPLENDID GIFT FOR

No more pleasing or useful Christmas gift for father, mother, brother, sister, sweetheart or friend than a Parker Lucky Curve fountain pen. Through years of its use it will often remind of the giver.

## PARKER LUCKY CURVE FOUNTAIN PENS

are the efficient, cleanly fountain pens because they have the curved ink-feed—the Lucky Curve. Other fountain pens have straight ink-feeds which retain ink, until air expanded in the reservoir by the heat of your body forces it out into the cap, where it inks your fingers, soils your linen when you remove the cap to write.

We carry a full assortment of Parker's Standard and Self-filling from \$1.50 up. The new Parker Safety Jack-Knife pen, small enough for lower vest-pocket or lady's purse. Can be carried in any position with no danger of leaking.

Beautiful gift box free with every pen. Let us show you our assortment.

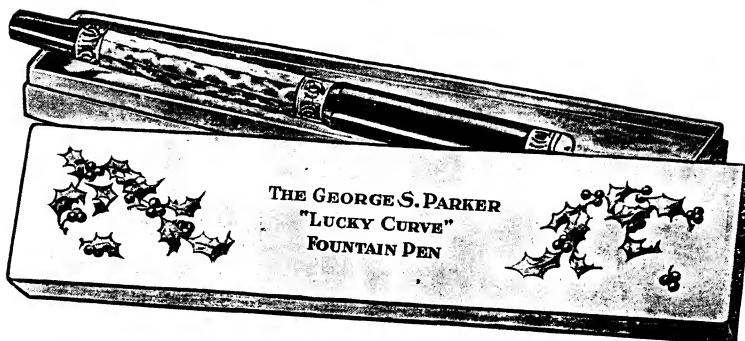
# XMAS

SOLD BY

(DEALERS NAME)

No. 2

## XMAS GIFT BOXES FREE



Above is a cut of one of the Special Christmas Boxes furnished free, and to be given free by you to purchasers who buy Parker pens for Christmas gifts. The box is printed in colors, designed and decorated to convey the Christmas idea.

If your clerk will tie it up with a little white or colored baby ribbon it will make a dainty and attractive package indeed and this will require but a moment.

We furnish beautiful boxes that make a splendid setting for mounted pens of the more costly kinds.

Those given with mounted pens retailing at \$6.00 or more are made of an imitation morocco leather that is very close in appearance and elegance to the genuine.

With gift pens selling at \$10.00 and upward we provide either an elegant plush box, beautifully satin lined or a genuine morocco also daintily lined.

## ATTRACTIVE COUNTER LEAFLETS

We have gotten out several kinds of effective advertising folders designed especially for the holiday season. These are printed in two colors and can be used to fine advantage handed out over the counter, placed in your packages or enclosed with your out-going mail matter.

With your order we will include a fair quantity of these. If you



**THE SPLENDID GIFT**

One that will be received with deep gratification—that will give perfect service, and be cherished for a life time—the ideal gift for man, woman, boy and girl.

## PARKER Lucky Curve FOUNTAIN PENS

The only pen with the Lucky Curve—that never leaks or blots—that's guaranteed. The one you see advertised so much. Prices range from \$1.50 up. Many elegant designs in beautiful Xmas boxes. Come and look at them.

FOR SALE BY  
THE DEALER WHOSE NAME APPEARS BELOW

(DEALERS NAME)

No. 3

## FREE XMAS BOX

A Parker fountain pen in a beautifully decorated, artistic gift box free with every pen, makes a superb Christmas gift for father, mother, brother, sister, sweetheart or friend. It will become a pleasing, useful life-time companion.

### PARKER Lucky Curve Fountain Pens

are the efficient, cleanly fountain pens because they have the curved ink-feeds—the Lucky Curve—which prevents leaking while in your pocket, which makes the Parker the one cleanly fountain pen efficient always.

We carry a full assortment, \$1.50 up. Standard, Self-filling and Safety. Many beautiful designs. A gift box free with every pen.

(DEALERS NAME)

No. 4

## PARKER LUCKY CURVE FOUNTAIN PENS

Nothing more appropriate for Christmas giving. Because of their beauty and usefulness they will be treasured for a life-time.

And the Parker is the cleanly, efficient fountain pen because it has the curved ink-feed, the Lucky Curve which prevents leaking when in your pocket.

For father, mother, brother, sister, friend or sweetheart the Parker is the splendid gift.

We have a complete assortment from \$1.50 up. Standard, Self-filling, Safety in many attractive designs. Beautiful gift box free with every pen.

# FOR XMAS

DEALERS NAME

No. 5

## FREE ELECTROTYPES

You are saved all the trouble of getting up the ad and you have the same high order of ad-writing ability in your announcement that has made our national advertising so immensely successful.

These electrotype plates are free. They are all ready to be printed. Simply hand the electrotypes to your local newspaper. You can well afford the small cost of newspaper space in consideration of the business that will result.

Run a few of these ads during December when the big Parker National Christmas advertising is in full swing—make yourself known in your locality as a Parker dealer, and the results will come. Order electrotypes

WE WILL FURNISH  
THESE ELABORATE  
MAILING FOLDERS  
== FREE ==

**This Store is Headquarters for Christmas Gifts**

The large, well selected assortment of goods suitable for Christmas gifts assembled at this store affords a splendid opportunity to choose suitable and appropriate Christmas gifts, among the Parker Lucky Curve Fountain Pens.

What can be more suitable for father, mother, brother, sister, sweetheart, teacher, or friend than a cleanly, efficient Parker Pen to be a life-time companion, often reminding of the giver's regard and affection.

These Parker Pens come in many different sizes and styles, so that you can choose just the kind that will be most suitable for the one you are buying it for. The gold or silver mounted pens have space reserved for engraving name.

THE GEORGE S. PARKER  
"LUCKY CURVE"  
FOUNTAIN PEN



The illustration at the left shows the mailing card unfolded. The illustration above, reduced in size, shows it folded.

This is a costly, elaborate piece of printed matter so do not order more than you can actually use. The folder is printed in three colors, attractively designed and full of the Christmas spirit. If you will notice the heading and read the first paragraph you will see that it is a general advertisement for your store, as well as for your Parker Pen Assortment. It also describes the suitability of Parker Pens for Christmas gifts, explains thoroughly the Lucky Curve feature illustrates a number of pens, including the Parker Jack-Knife Safety and on one fold on the other side reproduces the Accident Policy. Altogether, I guarantee you will find it one of the most attractive and effective pieces of advertising matter you have ever seen.

At the bottom your own or firm name will be printed. These mailing folders are free, but the cost of these justifies me in not giving more than five hundred to any one dealer except on special request. They mail for 1 cent each. I stand the cost of designing, printing, etc. The only expense I ask of you is the cost of making plates of your own name to be printed on the bottom which will be \$1.50.

Folders will be delivered to you, all printed, with your own name ready for you to attach stamps and mail out. Do not order more than you need. Note on the Special Order Blank enclosed the name you want printed on the card. Send order for above at once as delivery is to be made December 1st, and only those who answer promptly can be accommodated.

**CLEANLY BECAUSE OF THE LUCKY CURVE**

There are only two kinds of Fountain Pens—the ordinary straight ink feed type, illustrated at the left, and the Parker—the only pen with the curved ink feed—the Lucky Curve.

Straight ink feeds hold ink after you stop writing. When you return the pen to your pocket, the heat of the body expands air in the reservoir and forces this ink still sticking in the straight feed out into the cap, where you find it, soiling your fingers and linen when you next remove the cap to write. That's why you often see people wiping off the barrel of the straight ink feed pens before they can write. But the Parker never inks fingers or linen or needs to be wiped off before writing, because the curved ink feed is self draining. If no ink sticks in the ink feed none can be forced into the cap—the Parker is cleanly because of the Lucky Curve—a patented feature, not found or replaced in any other pen.

We can illustrate but a few of the representative numbers of Parker Lucky Curve Fountain Pens. These range in price from \$1.50 upward. The difference in price is determined solely by size and ornamentation. All Parker Pens are sold with a Broad Warrant and Accident Policy.



No. 20 1/2. Chased. Price \$2.50.

This is the same size as our regular No. 20. The only exception is the fancy chasing on the barrel and cap. May be had when so ordered with fancy chased barrel and plain cap.



No. 42 1/2. Price \$4.50.

This pen represents a rather new departure in pen decoration. Neat, simple and elegant. Blank space on gold band in center for name. In excellent taste that makes it appeal favorably to everyone.



No. 33. Gold. Price \$5.50.

This pen is a very popular style. It is certainly exceptional value and the 18k gold plate mounting makes it neat, tasty, and a real beauty. No. 34—Same design in sterling silver. Price \$4.50



No. 15. Price \$7.00.

This is a superb pen. Barrel is covered with beautifully tinted pearl slabs, held in place on either end by gold bands. Cap is covered with gold filigree work. Blank space is left for name plate. One of the most remarkable values offered in a mounted pen.

**PARKER JACK KNIFE SAFETY**



No. 20 Jack Knife Safety, Baby Size, \$2.50.

This is an unique, popular new style Parker pen. You can carry it upside down and it doesn't leak. Even if it is carried with the Jack-Knife and keys in the trousers pocket there is no danger of leaking. It slips flat in the lower vest pocket, and can be carried in a lady's purse or hand bag. No danger of leaking, no valves, no springs or disappearing mechanism to get out of order. Will last a life time. No. 20 Jack Knife, Baby size, \$2.50, Regular size also \$2.50. Other Jack Knife Safety Pens from \$3.00 to \$7.00.

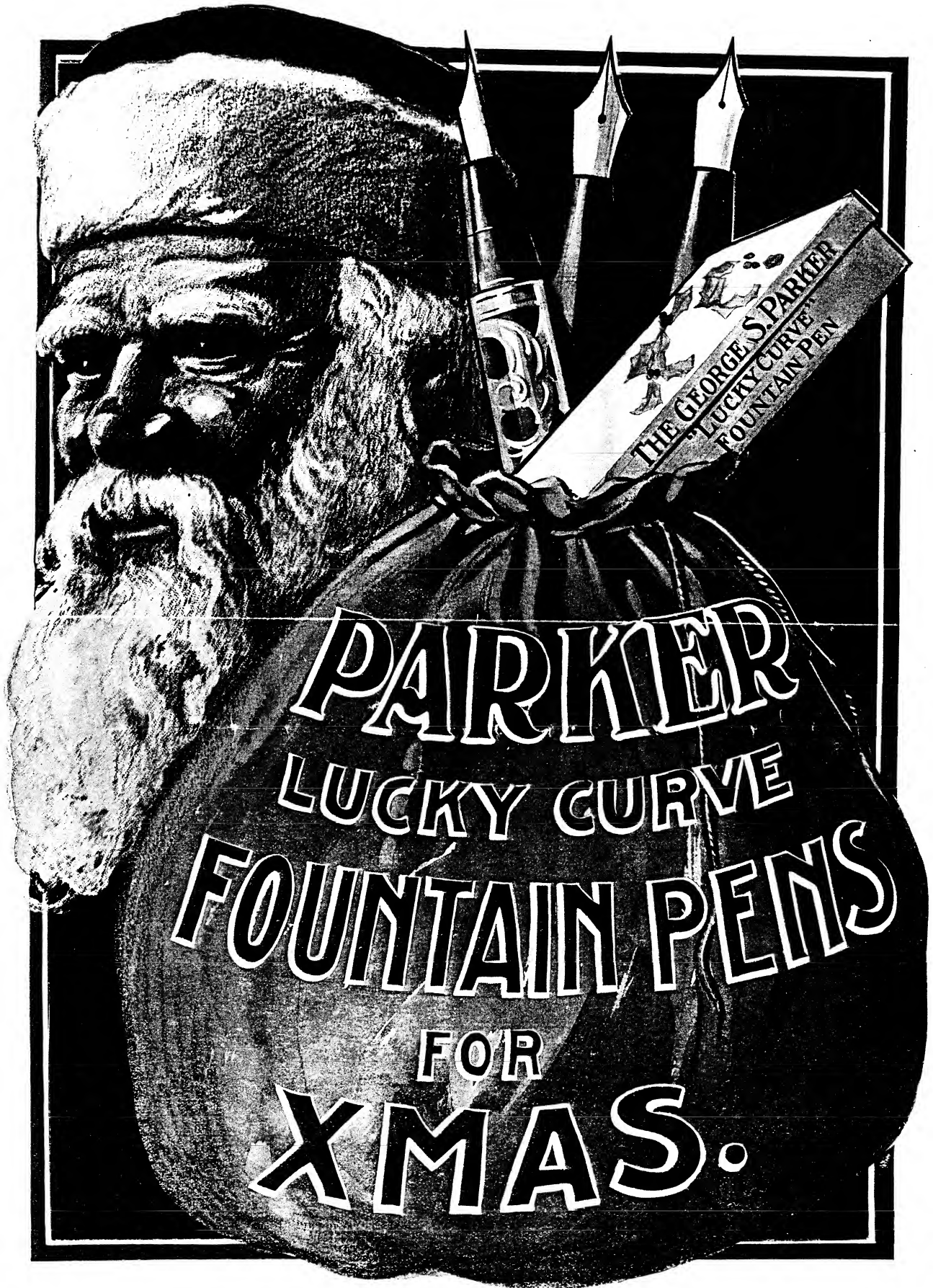
**CHRISTMAS GIFT BOXES**

With Parker pens purchased for Christmas gifts will be furnished free, decorated gift boxes typifying the spirit of Christmas. In case the pen point of any pen does not meet the favor of the recipient, the pen can be exchanged for any other Parker pen of equal value.

(DEALERS NAME)

YOUR OWN or FIRM NAME

# WINDOW DISPLAY



Above is an illustration of the Special Window Display furnished Free. Look at the jolly features of the jovial Santa Claus. Doesn't he make you feel the Christmas spirit! The real display is larger than illustrated here, but not large enough to obscure your inside display. The jolly Santa Claus in your window will help a lot in making people think of your store as the place to buy Christmas gifts.